

News from the City of Greenville

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October 3, 2001

For Immediate Release

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GREENVILLE'S DOWNTOWN WINS INTERNATIONAL AWARD

Greenville SC ... Greenville's remarkable efforts to create a strong downtown area received international acclaim on Monday, October 1, by winning the Economic Development award at the 47th Annual Conference of the International Downtown Association (IDA) in Pittsburgh.

"Many downtown revitalization programs are relatively recent," said Dave Feehan, president of IDA.

"Greenville, by contrast, has been working hard since the early 1980s. The results were certainly apparent to the awards jury."

Aided by Donald Hunter and LDR International, two well-respected consulting firms, Greenville has succeeded in attracting more than 90 retail stores, 70 food and beverage businesses, 275 residential units, and several office buildings. Major projects include the Peace Center for the Performing Arts, the Hyatt Regency, and the BI-LO Center.

Hunter said that Greenville's success hinged on creating a "commercial big splash" at one of Greenville's Main Street and a "civic big splash at the other." These two projects served as anchors to help attract a wide variety of shops, restaurants, and other businesses. Building on this success, the city continued the anchor concept with the development of the West End Market at the end of Main Street which encouraged further development and increased the scope of downtown revitalization.

IDA is a world leader of and champion for vital and livable urban centers. Through its network of committed individuals, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world. The association presents the awards annually to recognize exemplary and innovative projects, strategies, and events in downtown revitalization.

